

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
of IV5825
J8



United States
Department of
Agriculture

"Just Say No" Campaign Against Drug Abuse

USDA Agency Plans



TM

AD-33 Bookplate
(1-62)

NATIONAL

**A
G
R
I
C
U
L
T
U
R
A
L**



LIBRARY



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

NOV 04 1987

SUBJECT: "Just Say No" to Drugs

TO: USDA Agency Administrators

The USDA "Just Say No" initiative is well under way. Your response to this important challenge has been impressive.

A compilation of the USDA agency "Just Say No" plans follows. This compilation is provided so you may know the general activities of sister agencies and to facilitate the broadest possible use of good ideas.

Thank you for your continuing support of the "Just Say No" initiative.

A handwritten signature in dark ink, appearing to read "John W. Bode".

JOHN W. BODE
Assistant Secretary for
Food and Consumer Services

RECEIVED

NOV 11 1987

NOV 11 1987

TABLE OF CONTENTS

AGENCY	PAGE
Agricultural Cooperative Service.....	1
Agricultural Marketing Service.....	3
Agricultural Research Service.....	5
Agricultural Stabilization and Conservation Service.....	12
Animal and Plant Health Inspection Service.....	17
Cooperative State Research Service.....	25
Economics Management Staff.....	28
Economic Research Service.....	30
Extension Service - 4-H.....	32
Farmers Home Administration.....	36
Federal Crop Insurance Corporation.....	41
Federal Grain Inspection Service.....	44
Food and Nutrition Service.....	48
Food Safety and Inspection Service.....	51
Foreign Agricultural Service.....	53
Forest Service.....	55
Human Nutrition Information Service.....	58
National Agricultural Library.....	60
National Agricultural Statistics Service.....	62
Office of Advocacy and Enterprise.....	64
Office of Budget and Program Analysis.....	67
Office of Finance and Management.....	69
Office of Governmental and Public Affairs.....	71
Office of Governmental and Public Affairs/ Intergovernmental Affairs.....	74
Office of Information Resources Management Office of Administrative Law Judges Board of Contract Appeals.....	76
Office of Inspector General.....	79
Office of International Cooperation and Development.....	81
Office of Operations.....	83
Office of Personnel.....	85
Office of Transportation.....	87
Packers and Stockyards Administration.....	90
Rural Electrification Administration.....	92
Soil Conservation Service.....	97

AGRICULTURAL COOPERATIVE SERVICE

ADMINISTRATOR: Randall E. Torgerson
653-6976

Agency Representative: Jack Armstrong
653-6978



AGRICULTURAL COOPERATIVE SERVICE

Say "NO" To Drugs--Action Plan

Introduction: Problems with drugs are not confined to any one income level, race or geographic area. Many rural areas are having problems combating drug abuse among teenagers and others. The Agricultural Cooperative Service works with farmer cooperatives, rural craft producers, fishermen and agricultural producer groups interested in organizing new cooperatives. In addition the Agency is charged with providing educational information concerning the organization and operation of cooperatives. To accomplish this the Agency works with many rural cooperative related and other rural based organizations. The Agency also publishes a monthly magazine that goes to over 17000 cooperatives, boards of directors of cooperatives and others interested in cooperatives.

Program Proposal: Given the rural based mission of the Agricultural Cooperative Service, the following program is proposed to disseminate the Say "NO" To Drugs message.

1. Include a Say "NO" To Drugs symbol in our monthly "Farmer Cooperatives" magazine publicizing the program and Mrs. Reagan's visit to the Department in September and October.
2. Work with other state and national cooperative organization to publicize the program through their publications and exhibits.
3. Display posters and pamphlets whenever ACS has an Agency publications display at youth and young farmer conferences.
4. Send out a news release publicizing the program through the farmer cooperative press who's publications reach a combined rural audience in excess of 4 million.

AGRICULTURAL MARKETING SERVICE

ADMINISTRATOR: J. Patrick Boyle
447-5115

Agency Representative: Betsy Crosby
447-2356

Action Plan--Final

USDA "Just Say No" Initiative

Target Audience: All AMS employees.

Purpose: Increase employees' awareness about drugs and programs designed to prevent drug abuse, and identify opportunities for employees wishing to participate in such programs.

Actions:

(1) Distribute to all AMS employees:

- memo from Administrator explaining initiative and encouraging employee support of and participation in local drug abuse awareness and prevention programs.
- copies of President Reagan's October 4 and Secretary Lyng's October 10 memorandums about the initiative.
- list of possible sources of information, speakers, and publications about drug abuse awareness and prevention.

(2) Publish in the Agency newsletter and/or Division administrative letters:

- information from literature sent to AMS employees.
- excerpts from any printed material obtained.
- stories of volunteer activities of employees who participate in local drug abuse awareness and prevention programs.

AGRICULTURAL RESEARCH SERVICE

ADMINISTRATOR: T. B. Kinney, Jr.
447-3656

Agency Representative: Jane Giles
344-2883

SUGGESTIONS FOR IMPLEMENTING ARS "JUST SAY NO" INITIATIVE

JUST SAY NO is a nationwide program begun by Nancy Reagan as one preventive measure in helping 7-14 year-olds stay off drugs. ARS is committed to co-operate in and support this important and worthwhile program as fully as possible in each of the ARS locations . The primary roles that ARS employees can play in their communities are:

1. To facilitate all employees' participation in one or more aspects of the **JUST SAY NO** program in their community.
2. To disseminate information about the **JUST SAY NO** program throughout their community.
3. To provide alternative activities for **JUST SAY NO** clubs (detailed below).
4. To promote the **JUST SAY NO** program and the concepts behind it broadly throughout the community.

A brochure with specific information about the **JUST SAY NO** clubs and activities was attached to the Administrator's initial March 23, 1987, memo on this subject. Additional information, including availability of promotional materials, existing **JUST SAY NO** clubs and contacts in all communities and suggestions about ways of supporting **JUST SAY NO** clubs and concepts will be forwarded by the **JUST SAY NO** Foundation directly to each ARS area office and each location.

The following is a plan of operation for fulfilling the ARS commitment:

A. STRUCTURE

1. The Administrator will serve as the ARS representative for the USDA "**JUST SAY NO**" initiative.
2. Area Directors will be the overall Area Co-ordinator of the efforts to promote the program as a whole and to involve as many employees as possible. Progress reports on the level and nature of activities in this program will be made during the Administrator's Council meetings and teleconferences. Written reports documenting significant accomplishments will be submitted annually.



3. Preferably through volunteering, but otherwise through designation by the Area Director, one employee in each location will carry the co-ordinating responsibility for that location and report the amount and kind of participation to the Area Director. The Local Co-ordinator should be named by April 10th. Employees already involved in community youth activities are probably the best resource for appropriate community contacts for developing and participating in this program.
4. Local co-ordinators should make every effort to discover what groups - USDA, other Government Agencies, and public and private companies - are already participating in each community - and join in their efforts. The **JUST SAY NO** Foundation will supply a list of existing clubs and contacts. Public schools, Girl and Boy Scouts, and 4-H Extension programs are some of the groups that may already be involved or interested in becoming involved in this type of activity. Duplication should be avoided.
5. Mental Health Resources, Ltd., in the person of Naomi Miller, (ARS Contractor for the Employee Assistance Program) will be co-ordinating this effort from Headquarters. She can be reached at (301) 344-3273. She will be issuing a newsletter targeted to this program, and arranging for buttons, fliers, and stickers to be distributed to each location. She is available for consultation with Area and Local Co-ordinators on ways of implementing the program.
6. Some of the ways ARS employees may participate in this program are:
 - a. by working with community youth and education groups to establish a **JUST SAY NO** club in the community if none exists.
 - b. by participating in the **WALK AGAINST DRUGS** on May 15th.
 - c. by assisting in an already existing **JUST SAY NO** club/activity.
 - d. by providing an alternative activity for clubs out of personal activities/hobbies.
 - e. by distributing agency supplied literature to promote the **JUST SAY NO** program during facility tours, field days, and participation in science fairs.
 - f. by making rooms in the ARS facility available for meetings. Guidelines and conditions for such availability will be forwarded.
7. A recognition program will be set for shortly before (or at the same time as) Nancy Reagan's visit to USDA (September/October). Each location will nominate the employee most involved in this program by August 1st. The Area Director will select from these nominations, the Area employee who has contributed most to the advancement of this program and forward his/her name to the Administrator by August 15th. From the names submitted by the Area Directors,

the Administrator will select the employee who most exemplifies ARS commitment to this program, and the employee will be invited to Washington to attend the **USDA JUST SAY NO DAY** activities. Area nominees will receive certificates, T-shirts, and other acknowledgements of their participation.

8. News items about ARS activities in the program should be submitted as appropriate to local newspapers - preferably with pictures.

B. NEWSLETTER

1. A special edition of the ARS Employee Assistance Program (EAP) Newsletter will be targeted solely to this topic.
2. This Newsletter will be distributed to every employee in all ARS locations.
3. The Newsletter will be mailed immediately after the Local Co-ordinators are named (see A 3 above: April 10th) to allow sufficient time to prepare for publicity and involvement in the upcoming major national **WALK AGAINST DRUGS** on May 15th.
4. A flier from the **JUST SAY NO** Foundation explaining the program and its concepts will be attached to the newsletter.
5. The Newsletter will include:
 - a. Introductory statement from the Administrator, indicating priority and level of involvement sought from ARS employees - and the strength of support from top management.
 - b. Information about **JUST SAY NO** clubs: where to obtain information about existing clubs in the community;. how to form new clubs and/or support existing groups; how to obtain literature, buttons, T-shirts, etc.
 - c. Information about volunteer work, working with other Federal **JUST SAY NO** programs in the community - as well as with other public and private organizations involved in **JUST SAY NO** clubs.
 - d. Ways of co-ordinating with EAP counselors.
 - e. Listing of community resources for speakers, films, tapes, etc.
 - f. Suggestions for types of activities and ways employees can support the program goals.



- g. A tear-off and return section will be provided for employee use to indicate if employee or employee families are already participating in a program; whether they would like to participate; and their ideas about ways of implementing and strengthening the program, etc. This information should be sent to the Local Co-ordinator.

C. PAMPHLETS, POSTERS, PROMOTIONAL MATERIALS

1. Fliers published by the **JUST SAY NO** Foundation will be distributed to each employee. No cost is involved.
2. Posters, buttons, and stickers will be purchased centrally and distributed at no cost to each location.
3. Books, T-shirts, hats, balloons and other promotional materials are available and can be purchased with local funds. A list of what is available from the **JUST SAY NO** Foundation and the cost will be sent to each Local Co-ordinator.
4. Posters can be hung in prominent places both in the workplace and in community locations frequented by children.

D. FILMS, VIDEOTAPES, DISPLAYS

1. Most communities have good resources for free or very low cost rentals of films and tapes on abuse of alcohol and drugs. Local public libraries, University libraries and State Mental Hygiene Departments are excellent resources for such items. The Local Co-ordinators can reserve these as needed.
2. Local police departments often have excellent displays about drugs and their effects and will lend them on request.

E. SPEAKERS, ACTIVITY LEADERS

1. One of the goals of **JUST SAY NO** clubs is to provide wholesome alternative activities to drug use. ARS employees may want to share information and excitement about their work or their hobbies with club members.

2. Community Mental Health Centers, as well as private therapy groups are often excellent resources for expert speakers on drug and alcohol problems and how to deal with children in relation to temptations. They are usually available at no cost or for very low fees.

F. SUPPORT GROUPS, FAMILY INVOLVEMENT

1. Employees who are parents of children at risk often find support and useful strategies in groups of parents with similar problems. These can be held at the workplace by an EAP counselor - brown bag lunch meetings, e.g.
2. After work family meetings, where indicated, can be conducted by an EAP counselor.

G. LEAVE POLICY

IN ARS's effort to support the many upcoming events as part of the "JUST SAY NO" initiative, the following policy on leave will apply nationwide:

Upon receiving a request from the employee to participate in these events, supervisors should take a liberal approach in honoring requests by approving annual leave or alternate work schedules, as work permits.

Please note that this program is separate from the on-going EAP activities, which include drug awareness and referral programs as well as the broad range of mental health concerns.

PROPOSED BUDGET FOR ARS "JUST SAY NO" INITIATIVE

(for balance of fiscal year)

\$2250.00	10,000 buttons @ \$22.50/100 - one /employee
2000.00	10,000 stickers @ \$10/200 - one/employee
1500.00	600 posters @ \$10/set of 4 - one set/location
150.00	15 organizing manuals @ \$10 - one/area
450.00	150 lapel buttons @ \$3 - one/co-ordinator
800.00	Transportation, housing for winner
<u>5000.00</u>	Headquarters program co-ordinator
\$12,150.00	

AGRICULTURAL STABILIZATION AND
CONSERVATION SERVICE

ADMINISTRATOR: Milton Hertz
447-3467

Agency Representative: Sharon Worthy
447-4797



United States
Department of
Agriculture

Agricultural
Stabilization and
Conservation Service



Action Plan





United States
Department of
Agriculture

Agricultural
Stabilization and
Conservation Service

P.O. Box 2415
Washington, D.C.
20013

September 16, 1987

SUBJECT: "Just Say No" to Drugs Initiative

TO: Deputy Administrators
Assistants to the Administrator
Director, Audits and Dockets Staff
Director, Information Division
Director, EEO and Civil Rights
Director, Legislative Liaison

Secretary Lyng has asked each Agency to participate in the nationwide "Just Say No" to Drugs Initiative. John W. Bode, Assistant Secretary for Food and Consumer Services, is the Departmental Coordinator.

I am enclosing a copy of the ASCS Action Plan. The Agency coordinator is Sharon H. Worthy. If you have questions or comments, please contact Sharon at 447-4797, or Room 3604-S.

Vern Neppel
Acting Administrator

Enclosure





United States
Department of
Agriculture

Agricultural
Stabilization and
Conservation Service

P.O. Box 2415
Washington, D.C.
20013

ASCS ACTION PLAN
"Just Say No" to Drugs Initiative

The Agricultural Stabilization and Conservation Service will use available resources to contribute to the nationwide drug initiative. The Agency's goal is to educate employees and families on drugs, substance abuse, and addiction. Education will help in making our society DRUG-FREE.

The action plan incorporates a series of continuous informational seminars and news articles. Every ASCS employee will be aware and involved.

We appreciate the opportunity to participate in this important initiative.

Vern Neppel
Acting Administrator



Agency-wide Action Plan

Phase I	October 1987	All employee notice on USDA Drug Abuse Program and the "Just Say No" initiative.
Phase II	Ongoing	Series of medical articles on drugs and substance abuse and addiction will appear in each issue of the ASCS News and Views beginning with the November/December 1987 issue.
Phase III	January-March 1988	One hour workshop on drugs and substance abuse and addiction will be conducted by a noted physician at each of the 1988 area conferences.
Phase IV	April 4, 11, 18 and 25, 1988	<p>One hour workshop on drugs and substance abuse and addiction will be conducted by a noted physician for all Washington, D. C. employees. The schedule is as follows:</p> <p>Administrator's Office and Program Planning and Development, April 4</p> <p>Commodity Operations, April 11</p> <p>Management, April 18</p> <p>State and County Operations, April 25</p>

ANIMAL AND PLANT HEALTH INSPECTION SERVICE

ADMINISTRATOR: Bert W. Hawkins
447-3668

Agency Representative: Richard T. Certo
447-3817



**Administrative Management
Agency-wide Action Plan Items**

Memo from the Administrator to all employees emphasizing the importance of this initiative and giving his full support to the Action Plan. This memo would encourage managers in the field locations to contact their local police departments to arrange for a drug information program for their employees.

April 10, 1987

Arrange for a drug information program for both our Hyattsville and downtown complex employees put on by the respective Community Police Departments. The programs would be open to all USDA employees. Preliminary contacts have already been made. These programs will be video taped and made available to all field locations.

April 27, 1987

Ensure that the initiative is kept alive by sending periodic reminders to employees, mentioning the initiative at staff meetings, and putting something in each issue of "Inside APHIS", the Agency Newsletter.

Ongoing

Make managers and employees aware that efforts in this initiative may qualify for an award under the Safety and Health Incentive Awards Program for community activity in safety and health. Ensure that each of the safety and health councils makes this program part of its efforts and takes an active role in promoting the initiative throughout APHIS.

Ongoing

Submit periodic reports to the Administrator to keep him apprised and involved in the initiative. This will be the responsibility of the agency coordinator, who will work with the various contacts throughout the Agency.

Ongoing

Plant Protection and Quarantine Action Plan

PPQ will plan to make a large distribution of handouts (leaflets and/or fliers) to all ports of entry. These leaflets can then be distributed to travelers.

Bumper stickers will be placed on all PPQ vehicles located within the United States.

Posters will be displayed wherever allowed at appropriate ports, border stations, regional offices, work units, and Methods centers and laboratories.

PPQ will contact the U.S. Customs and Immigration Services to facilitate a cooperative effort at border stations and ports of entry. As a joint effort, cooperation would be established to display posters.

PPQ headquarters will contact all regional offices and centers and ask them to contact their local police departments to sponsor an anti-drug program. (The National Administrative Planning and Operations Staff office will send out a memorandum requesting their cooperation.)

Buttons will be ordered and subsequently distributed to preteens and teenagers at all ports of entry where appropriate.

Inserts can be designed and printed up to be inserted into all existing "Don't Lug a Bug" baggage tags.

- a. PPQ will determine current inventory.
- b. Insert can be printed up as shown:

"DON'T LUG A DRUG"

(address)

"JUST SAY NO"

- c. PPQ will contact the Information Division to inquire about anticipated future printings, cost, etc.



Animal Damage Control Action Plan

ADC will place signs, posters, and/or flags in all offices. Posters will be displayed in all external areas where the message will reach the general public.

Bumper stickers will be placed on all vehicles which are used in the Animal Damage Control Program.

ADC will explore the possibility of putting the "Just Say No" logo and slogan on token items such as pens, key chains, etc., which would be given to cooperators and various contacts made by the ADC personnel

When ADC field personnel are asked to participate in radio or television programming, a brief statement regarding the fact that ADC supports the "Just Say No" Campaign will be made with the permission of the station managers in various locations.

Veterinary Services Action Plan

I. Action Item: Distribute information through the mail.

Approach: Distribute information in the form of leaflets, pamphlets, etc., in conjunction with mass mailings to industry groups, clients, potential job applicants, etc. For example, information regarding the "Just Say No" Program could be mailed to graduates of veterinary schools when brochures announcing the next class for the Public Veterinary Practice Career Program are distributed.

Milestones:

1. Identify all mass mailings to industry groups, clients, job applicants, and the general public, that will be generated during calendar year 1987 in the interest of Veterinary Services (VS) programs. - Accomplish by 5/30/87.
2. Contact Administrative Services Division to insure mechanisms are in place to handle the distribution of the additional materials. Accomplish by 6/15/87.
4. Determine the availability of materials and place orders. Accomplish by 6/30/87.
5. Implementation. Ongoing through calendar year 1987.

II. Action Item: Display information in Veterinary Services offices

Approach: Develop a uniform display of information regarding the "Just Say No" Program for placing in VS offices which are often visited by members of the industries served, clients, and the general public. This would include placing displays in Regional and Area Offices; offices of the port veterinarians (or inspectors) along the Mexican and Canadian borders; the VS operated Animal Import Centers; the National Veterinary Services Laboratories, Ames, Iowa; the APHIS complex at Moore Field, Mission, Texas; and at VS offices in overseas locations for the Screwworm and Foot-and-Mouth Disease programs, if the information is also available in the Spanish language. In addition, displays should be placed at the Hyattsville headquarters location near elevators on floors occupied by VS employees.

1. Determine the availability of materials and the quantities needed, design the display, and place orders for the information and materials. Accomplish by 6/30/87.
2. Place displays at VS locations. Accomplish by 6/30/87.

III. Action Item: Display and disseminate information at private and public locations.

Approach: Veterinary medical officers, animal health technicians, compliance officers, and MCI coordinators should request owners of livestock markets and slaughter establishments to support the "Just Say No" Program by allowing VS to place a display of information at their business sites. Information pertaining to the program will also be displayed or disseminated at colleges and universities visited by VS employees when inspecting research facilities under the Animal Welfare Act and when visiting schools of veterinary medicine for the purposes of lecturing, recruiting, or giving the veterinary accreditation examination. VS employees attending professional meetings and conferences where animal health information is displayed will request permission to display information relating to the "Just Say No" Program.

Milestones:

1. Develop protocol and procedures for gaining the cooperation and support of livestock markets, slaughter establishments, colleges, and universities to allow "Just Say No" information to be displayed at their sites. Accomplish by 5/30/87.
2. Determine availability of materials and quantities needed, design the display, order information and materials. Accomplish by 6/30/87.
3. Publish protocol and procedures. Accomplish by 7/30/87.
7. Distribute information and materials. Ongoing.

IV. Action Item: Strive for 100% Participation by all APHIS Employees

Approach: Increase public awareness of the "Just Say No" Program by striving for 100% participation by all APHIS employees. This could be accomplished by designating a month as APHIS' "Just Say No" month. Buttons, T-shirts, bumper stickers, and the like, would be ordered and distributed to each APHIS employee. During the designated time frame, employees would be requested to wear the buttons or T-shirts during duty and non-duty hours, as appropriate, and requested to use the bumper stickers on their privately-owned vehicles to help increase the awareness of the program. Bumper stickers would also be placed on government-owned vehicles.

Milestones:

1. Appoint a small work group to coordinate activities for a "Just Say No" month.
2. Develop protocol and order materials.
3. Implement.

V. Action Item: Integrate the "Just Say No" message with press releases that relate to animal health matters.

Approach: At the end of each press release relative to an animal health issue, add a statement which would indicate that APHIS supports the "Just Say No" program.

Milestones:

1. Touch base with the APHIS Public Awareness Section to determine if this is feasible and practical.
2. Implement, if feasible and practical.

APHIS "Just Say No" Action Plan

Materials Needed for Implementation of Plan

Handouts (leaflets, and/or fliers)	50,000
Posters	1,200
Bumper Stickers	5,000
"Just Say No" Buttons	3,000
Flags	10

An undetermined number of T-shirts would be needed depending on the number of activities that the field offices and DC offices plan. T-shirts would be an item which would be used as prizes for participation and involvement.

COOPERATIVE STATE RESEARCH SERVICE

ADMINISTRATOR: John Patrick Boyle
447-4423

Agency Representative: Kay Hatch
447-6845

"Just Say No"
Plan
Cooperative State Research Service/USDA

The mission of the Cooperative State Research Service is to advance science and technology in support of agriculture, forestry, people and communities. We recognize the potentially devastating social and economic impact that drug abuse could have on our mission.

In order to combat the threat of drug abuse and avoid the duplication of existing programs, it is our intention to expand information, within our Agency, regarding the Employee Assistance Program. We intend to strengthen our commitment to drug education among the staff so that they will be better equipped to cope with the problems of drug abuse.

Procedure:

Implement and develop a drug education and awareness program for all staff utilizing some or all of the following items:

1. Distributing NAL prepared bibliography.
2. Sending periodic memos from Administrator on drug related issues:
 - a) Source of drugs
 - b) Cost
 - c) Impact on family
 - d) Loss in the work place
 - e) Identify support agencies
 - f) Drug/alcohol abuse symptoms and how to deal with them
3. Conduct staff meetings devoted to drug awareness, arrange for drug expert as speaker followed by reception.
4. Publicize availability of counseling.
5. Identify a contact person within CSRS/USDA to develop and/or coordinate plans and programs to address the issue of alcohol and drug abuse.

In conjunction with the Office of Inspector General the CSRS "Ag In The Classroom" program is sponsoring a pilot program at the Van Ness Elementary School. This program consists primarily of invited speakers and will complement a program that is already in existence at the school.



Possible Audiences:

CSRS staff and their families
Van Ness Elementary school children

Resources Needed:

1. Staff educational materials on drug abuse to create discussion and dialogue among youth, parents, and community leadership.
2. Training program to prepare staff to use educational material and facilitate discussion and action in both their work and home environment.



ECONOMICS MANAGEMENT STAFF

DIRECTOR: Allan S. Johnson
447-3535

Agency Representative: David Young
447-7926





May 14, 1987

SUBJECT: Drug Abuse Initiative

TO: John W. Bode
Assistant Secretary for
Food and Consumer Services

The "Just Say No" plan for the Economics Management Staff (EMS), World Agricultural Outlook Board (WAOB), Economic Analysis Staff (EAS), and the Office of Energy (OE) will consist of educating employees about the Federal/USDA support for the program; providing literature to all employees about clubs and activities; and lending support to those employees who wish to volunteer their time to work with community youth groups and church and school organizations. The Economic Research Service (ERS) and the National Agricultural Statistics Service (NASS) are responding separately and therefore are not included in this memorandum.

All employees, approximately 200, will also receive brochures or other literature to be made available from a list of publications that your office has distributed. Those employees who are active in civic organizations will be provided additional literature for distribution in their communities.

We also plan to have a lecture on youth and adolescent drug abuse detection and prevention by either the District of Columbia Police Department or a narcotics agent of the Drug Enforcement Agency. The presentation will be tailored to those employees with children or relatives in the 4 to 14 age group and will be open to all employees in the Economics agencies located in the Washington area (about 1,100).

ALLAN S. JOHNSON
Director

ECONOMIC RESEARCH SERVICE

ADMINISTRATOR: John E. Lee Jr.
786-3300

Agency Representative: Joe Braxton
786-3310



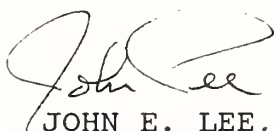
SUBJECT: "Just Say No"

TO: John Bode
Assistant Secretary for Food
and Consumer Services

ERS produces economic and other social science information as a service to the general public and to aid Congress and the Executive Branch in developing, administering, and evaluating agricultural and rural policies and programs. This information is produced primarily at headquarters in Washington and disseminated to the general public through various printed form, radio, television, and public forums. Except for some employees who receive temporary duty in the field to work on short term cooperative projects at universities, all employees are located at headquarters.

The agency is fully supportive of the USDA initiative and stands ready to support Departmental-level initiatives in addition to those planned and carried out within the agency. Since the agency has no formal field structure, our outreach program will focus on groups external to USDA located in the Washington metropolitan area.

The outreach program in ERS will be handled through the efforts of agency employees involved in church, civic, and community activities. The objective will be to better educate children and young adults about the program. Through working with the USDA Safety and Health Management Division, ERS will prepare an educational package consisting of available literature that explains the "Just Say No" program and related initiatives. Special emphasis will be placed on helping establish "Just Say No" clubs in local communities.


JOHN E. LEE, Jr.
Administrator

EXTENSION SERVICE

DEPUTY ADMINISTRATOR, 4-H: Donald L. Stormer
447-5853

Agency Representative: Dr. Jon Irby
447-3891

"Just Say No"
Revised Plan
Extension Service/USDA
May 28, 1987

The Extension Service of USDA is an educational agency that uses research-based knowledge to solve the problems of people. The Extension Service is a part of the Cooperative Extension Services of the Land-Grant Universities. The system has offices in nearly every county in the nation with base programs in agriculture and natural resources, home economics and family living, 4-H and youth development, and community development.

The Cooperative Extension System is currently mobilizing eight initiatives. Each initiative represents a topic of wide public concern with a set of associated issues (see attachments).

The national Extension initiative Family and Economic Well Being has "alcohol and drug abuse" as one of the five associated issues.

Extension Goals and Roles:

The goals of the Cooperative Extension System are "to promote open communication between parents and children, build self-esteem, and help parents influence the decisionmaking of their children; work with youth to provide programs that help identify positive, alternative lifestyles, and work with other agencies to develop community-wide programs to address the issue."

Procedure:

1. A national task force on Family and Economic Well Being continues its work on the five critical issues facing families including the one on "alcohol and drug abuse." The Extension Service's co-chair for this task force is Josephine Turner, National Program Leader, Family Resource Management.
2. Establish an internal task force within ES/USDA to develop and/or coordinate plans and programs to address the issue of alcohol and drug abuse.
3. Initiate steps to secure commitment for the Cooperative Extension System to obtain the Regional Center contract. This effort will provide the opportunity to give leadership to the public school system, community organizations and to Extension through the Land-Grant University system. Preliminary meetings with Parent Resources Institute on Drug Education (PRIDE) have been productive to bring focus on the PRIDE program as the model for Extension to use in making an impact in preventing alcohol and drug abuse. Securing a formal relationship with PRIDE and commitment for the Regional Centers are critical steps for success.

Possible Audiences:

1. 4-H youth
2. School youth
3. Homemakers
4. Farmers and ranchers
5. Community leaders
6. Parents
7. Agricultural commodity organizations
8. Service clubs and organizations
9. Community action organizations
10. Parent/teacher organizations
11. Three annual National Extension Agents Conferences
(Agriculture, 4-H, and Home Economics)
12. Others

Resources Needed:

1. Other governmental departments involvement and commitment to the Regional Centers and the PRIDE concepts.
2. Other agencies in USDA with field services interested in working together to develop community programs.
 - a. Agencies that are members of the local "Food and Agricultural Councils" could be a starting point.
 - b. A division of "Washington based" and "nationwide" agencies may be a way to develop joint cooperative efforts.
3. Educational materials that can be provided the staff in field offices designed to bring information on drug abuse and create discussion and dialogue among youth, parents, and community leadership.
4. Joint training program to prepare field staff to use educational material and facilitate community level discussion and action.

Minutes
"Just Say No" Committee, ES
May 8, 1987

Those in attendance were: A.J. Dye, Jim Miller, Ron Daly, Jon Irby

The committee reviewed the Preliminary Plan of "Just Say No" for the Extension Service and discussed aspects of this program.

Jim Miller suggested that ES develop a video tape that could be used with various audiences (youth, parents, community leaders) that promoted "Just Say No" concepts and information but also would promote other programs with more depth and alternatives. The committee offered additional thoughts for a video tape including:

- A tape that all Extension professionals, no matter what subject matter assignment, could use as an introduction to the workshop they were teaching.
- Demonstrate the variety of projects in Extension's 4-H program from animal husbandry, home economics and wildlife, to computers, rocketry and leadership.
- Examine possible joint funding with National 4-H Council.
- Tape should be shown to each USDA agency and copies made available to agencies for use in the field.
- Tape should have introductory by the President and the Secretary of Agriculture that could also be used as a stand alone Public Service Announcement.

Other items for consideration:

- Produce a 30 second Public Service Announcement with the President and the Secretary of Agriculture, stressing a need for parents to become involved with youth organizations such as 4-H to aid their families to "Just Say No".
- Develop and produce a patch--"I said no to drugs and Yes to 4-H".
- It was also reported that preliminary discussions with Kate Hayes at National Ag Library shows NAL supporting "Just Say No" with \$1,000 to buy educational resources for staff in developing prevention programs. Kate will work with J. Irby and R. Daly to develop a "Pathfinder" on Substance Abuse. Pathfinder is a factsheet type publication with wide distribution and carries a list of publications and available research related to the topic.

The committee is supportive about the opportunity to be involved with "Just Say No" and optimistic that ES could be very successful in encouraging its staff and clientele to be involved with "Just Say No" and other prevention programs.

FARMERS HOME ADMINISTRATION

ADMINISTRATOR: Vance L. Clark
447-7967

Agency Representative: Ken Smith
475-3831

FARMERS HOME ADMINISTRATION
JUST SAY NO
Action Plan and Overview
May 15, 1987

The Farmers Home Administration (FmHA) is pleased to be a part of the U. S. Department of Agriculture's (USDA) JUST SAY NO to Drugs movement.

Our first goal has been to develop an internal Coordinating Committee. This Committee is composed of individuals located within the National Office who bring particular expertise to the planning and implementation of our program. The Committee has met on these occasions in order to develop FmHA's JUST SAY NO Action Plan.

FmHA has tentatively planned the month of July as our JUST SAY NO kick off, using the Administrator's Quarterly meeting in the Jefferson Auditorium. This meeting is open to all employees and will provide the perfect opportunity to inform our employees of all plans.

In conjunction with this, the Committee also plans to develop a presentation of our JUST SAY NO program to FmHA State Directors who will also be meeting in Washington, D. C., in July.

As one of the larger and decentralized Agencies of USDA, with some 12,000 employees and 3,000 offices, the key to a successful program will be a strong organization in the field. FmHA already has an active Health and Wellness organization in place with Coordinators in each State. These State Coordinators are the ideal individuals to assume the JUST SAY NO leadership role in each State.

Much of our program will be implemented from the State level. In that regard, the FmHA Health and Wellness Coordinators will be conducting their annual training in Kansas City on August 5-7. Time has been reserved for JUST SAY NO training at this session.

Each State will be asked to prepare their own Action Plan around the following program elements:

Interagency Program Awareness

- * Utilize State FmHA newsletters to promote JUST SAY NO activities.
- * Utilize State Health and Wellness Newsletter to promote JUST SAY NO activities.
- * Make presentations at appropriate State meetings to promote JUST SAY NO activities.
- * Make appropriate literature available to employees (if available).

General Public JUST SAY NO Awareness

- * Arrange for statewide FmHA JUST SAY NO kickoff inviting local news media and issue a press release.
- * Make appropriate literature available to the General Public through FmHA Field Offices (if available).

Employee Actions

- * Initiate placement of the predeveloped JUST SAY NO newspaper ad (developed and supplied by the FmHA National Office in conjunction with the JUST SAY NO Foundation) in rural weekly newspapers as a public service. The ad will contain a "cut out" reply to the JUST SAY NO Foundation and an "800" number for response. With 100% success by FmHA County Office employees--this ad could be read by an estimated 7 to 10 million people at virtually no cost.
- * Encourage employees to start JUST SAY NO Clubs (the FmHA National Office working with the JUST SAY NO Foundation will be providing names of Foundation contacts on a statewide basis). Explore the utilization of the Future Farmers of America network as a part of this process (the FmHA National Office has already initiated the publication of JUST SAY NO information in the FFA Between Issues national Newsletter).
- * Distribute literature in the field where appropriate to FmHA 515 multihousing borrowers (this is based on a program similar to the U. S. Department of Housing and Urban Development and is subject to the availability of materials from HUD).

It will be the responsibility of our State JUST SAY NO Coordinators to implement the program elements listed above during the months of September and October.

During this time frame, the FmHA National Office will be responsible for assisting the State efforts through certain National promotional activities listed in part below.

- * FmHA FYI, the Agency's newsletter will run a series of three articles.
- * Utilization of promotional lines in employee's statement of earnings.

Additionally, the National FmHA office will follow its own Action Plan that will be similar to the State's.

During November, the FmHA National Office will assess State activities in preparation for program participation awards to be made at the December, 1987, State Director's meeting.



FmHA JUST SAY NO TIME LINE

JUNE

- * Notify FmHA State Director and appropriate FmHA Leadership of the Agency's "Just Say No" to Drugs upcoming campaign.
- * Inform FmHA State Wellness Coordinators of our desire for them to serve as the Just Say No Coordinator for their State.

JULY

- * Tentative National Office Just Say No kick-off at the Administrator's Quarterly Meeting in the Jefferson Auditorium.
- * Just Say No Program Presentation at the State Directors' meeting in Washington.

AUGUST

- * Train Just Say No State Coordinators in conjunction with the scheduled Wellness Program Training, Kansas City, Missouri, August 5-7.
- * Utilize FmHA FYI's National Newsletter with the first in a series of articles to promote Just Say No (specifically: FmHA's/USDA's campaign activities).
- * Coordinators develop State Action Plans.

SEPTEMBER

- * State Just Say No Activities Kickoff.
- * Second FmHA FYI Just Say No Article.
(Specifically: General information on substance abuse).

OCTOBER

- * State's Complete Activities.
- * Third and final series of FmHA FYI articles.
(Specifically: Describe internal substance Abuse Counseling Program).

NOVEMBER

- * Assess State Office activities.

DECEMBER

- * Administrator presents Activities Awards to State Director(s) at December State Directors' meeting.
- * Just Say No Coordinators remain in place for future projects.



FARMERS HOME ADMINISTRATION
"JUST SAY NO" TO DRUGS COMMITTEE

Kenneth D. Smith (Agency Contact)
Program Operations
475-3831

Nolan Kegley
Legislative Affairs and Public Information Staff
447-8768

Todd VanHoose
Legislative Affairs and Public Information Staff
447-4323

Jack Holston
Directives and Forms Management Branch
382-9736

Johnnie Penn
Directives and Forms Management Branch
382-9735

Robert Miller
National FmHA Wellness Program Coordinator
382-1061

Sylvester Pope
Director, USDA Welfare and Recreation Association
Activities Committee
475-5603

Rebecca Johnson
Multi-Family Housing Processing
382-1627

Sue Harris
Multi-Family Housing Processing
382-1660

FEDERAL CROP INSURANCE CORPORATION

MANAGER E. Ray Fosse
447-6795

Agency Representative: Karen Wakeham
475-4410



United States
Department of
Agriculture

Federal
Crop
Insurance
Corporation

Office of the
Manager

Washington, D.C.
20250

To: John W. Bode
Assistant Secretary for Food and Consumer Services

From: Manager

13 APR 1987

Subject: "Just Say No" Agency Action Plan-DRAFT

In your speech March 20, 1987 to "Just Say No" project coordinators, you identified two target groups; Employees and Co-operator/Clients. Preliminary study of the course of action for the Federal Crop Insurance Corporation has produced this draft Agency Action Plan:

Target Group; EMPLOYEES
(1100 FTE including temporaries)

MANAGEMENT DECLARATION-The Manager of the Corporation will declare as a coordinating effort with the "Just Say No" national program, May 10-16, 1987 "Just Say No" Week.

In a communication to employees nationwide, the Manager will encourage FCIC employees to participate in "Just Say No" walks in their local communities. Employees will be encouraged to participate with their neighbors and local schools in this May 15/16 effort.

EMPLOYEE BULLETIN-goes out over telemail bi-weekly;

Will be used to communicate with employees, Management support for the program.

The bulletin will outline program goals and objectives beginning April 22.

On April 22, the FCIC employee bulletin will carry information about "Just Say No" week, May 10-16, 1987.

The Employee Bulletin will follow up and report activities and employee participation during "Just Say No" week.

The Employee Bulletin will announce Walk starting times and locations in two areas (Washington and Kansas City, Mo.)

On a continuing basis the bulletin will be used to keep employees up to date on the program.



Target Group; EMPLOYEES and CO-OPERATORS
(1100 plus approximately 100 companies)

MANAGEMENT DECLARATION-A copy of the Management Declaration of "Just Say No Week" May 10-16, 1987 will be sent to the companies with a cover letter encouraging them to participate.

CROP INSURANCE UPDATE-is a quarterly communique published in magazine format by the Corporation and distributed to the employees and the crop insurance industry. The Update will carry an article on employee participation as well as a copy of the Management declaration. The deadline for the next publication is May 1.

Target Group; CLIENTS
(100,537 contracts on Federal Paper)

BROCHURE DISTRIBUTION-FCIC can include at little cost to the agency a brochure similar to the brochures included in the information packet (provided that the brochures are donated by another source) in both our billing process and in our Policy Conversion Letter Mailings. FCIC would not be in a position to purchase brochures or other distributive items.

BILLING PROCESS-The bulk of our billing process begins June 1. Every producer with an FCIC policy is billed at least once and often twice. Because it would be difficult for our Management Support Services to differentiate between first and second billings they would need a minimum of 225,000 brochures. Between June 1, 1987 and May 30, 1988 we could be assured that every producer with an FCIC policy would be reached.

POLICY CONVERSION LETTERS-Conversion letters are sent out to producers whose basic policy has changed. Although multiple policies will change it is not possible to predict how many producers might be affected. The bulk (75%) of conversion letter mailing occurs in November and December. New policy holders could be reached by using this mailing to distribute brochures. A maximum of 100,000 would be needed.

The thrust of client/producer communication will require a minimum of 325,000 brochures from an outside source.

This is the DRAFT of our Agency Action Plan and requires both agency and outside source participation to reach the target groups.


E. RAY FOSSE

FEDERAL GRAIN INSPECTION SERVICE

ADMINISTRATOR: W. Kirk Miller
382-0219

Agency Representative: Ralph Regan
382-0244

Federal Grain Inspection Service
Office of the Administrator

"Just Say No"

America's Crusade Against Drug Abuse
Program Material

- 1 - Remarks By the President and The First Lady In A National Television Address On Drug Abuse and Prevention
- 2 - Letter from W. Kirk Miller, Administrator to All FGIS Employees
- 3 - Suggested Letter to FGIS Employees from FGIS Local Managers
- 4 - Suggested Letter to Grain Inspection Agencies and Managers of Grain Handling Facilities from FGIS Local Managers
- 5 - Information on Various Drugs
- 6 - Just Say No Club Materials



ACTION PLAN

Federal Grain Inspection Service
Office of the Administrator

"JUST SAY NO!"

1. This action plan is applicable to all FGIS activities. The senior FGIS supervisor/managers at each location is responsible for implementing this program.
2. Minimum acceptable program actions include:
 - a. All FGIS employees must be briefed on the program and encouraged to participate. A suggested letter is contained as _____ in the package.
 - b. Management at all grain inspection agencies, private or State, must be briefed on the program and encouraged to participate. A suggested letter is contained as _____ in the package.
 - c. Managers of elevators, commodity plants, and similar facilities must be briefed on the program and encouraged to participate. A suggested letter is contained as _____ in the package.
 - d. The "Just Say No" campaign and a briefing on drugs shall be included in your monthly safety and health meeting for the month of either May or June, 1987.

- e. Follow-up to determine whether the message is getting out.

Identify who or what organizations are using the theme. Check with local parent teacher groups, scout groups, and the youth oriented organizations to identify unfulfilled needs in the community.

- f. Share ideas that work with the rest of FGIS. Use telemail and address them to RREGAN.

- g. A status report will be required the last week of June, July, August, and September. A blank status report form is contained as attachment _____ in the package.

- 3. We will recognize those FGIS personnel who make significant contributions to the program. If you would like to nominate sources for recognition let us know who they are and what they did.

Attachments

FOOD AND NUTRITION SERVICE

ADMINISTRATOR: Anna Kondratas
756-3062

Agency Representative: John S. Webster
756-3276



SUBJECT: "Just Say No" to Drugs Campaign

OCT 10 1987

TO: John W. Bode
Assistant Secretary for
Food and Consumer Services

The Food and Nutrition Service (FNS) is pursuing the following initiatives:

- As one of its major initiatives, FNS is working with the milk industry to encourage the use of the "Just Say No" logo and message on the side panels of milk cartons used in the National School Lunch Program.
- FNS is working with the American School Food Service Association (ASFSA) to encourage their participation in drug prevention initiatives and to consider the following:
 - 1) Adopting a resolution to recognize the severity of the problem of drug abuse among school age children and to promote drug-free schools.
 - 2) Establishing a new committee within ASFSA to address the issue of drug abuse and to direct and oversee ASFSA's response to this national problem.
 - 3) Serving in a coordinating role for such school activities as poster or essay contests.
 - 4) Forming a nonprofit foundation within ASFSA to provide resources to promote drug prevention among school age children.
 - 5) Developing a special section in the ASFSA Journal which would periodically address successful drug prevention activities in school, government, etc., throughout the nation.
 - 6) Working jointly ASFSA with a food processor(s) and the Food and Nutrition Service on a specific project--i.e., a poster for national distribution.
 - 7) FNS is working with food processor(s) to distribute "Just Say No" materials to school cafeterias across the country.
- The Administrator of FNS has issued an official notice to all FNS employees at Park Center, alerting them to the campaign and urging them to help get the message out to youth in their areas through community organizations and church groups and to promote formation of "Just Say No" clubs.

- "Just Say No" to drugs has been identified by the Assistant Secretary and FNS Administrator as a top public information priority for Fiscal Year 1988 for headquarters and regional offices.
- The FNS Public Information Office has set up an information display with "Just Say No" materials available to agency employees.
- The FNS Public Information Office staffed a booth at its employee picnic and made "Just Say No" materials available. "Just Say No" tee-shirts, hats etc., were worn by top Department and Agency officials to emphasize the priority of drug prevention.
- The January 1988 issue of Food and Nutrition magazine will be devoted to the "Just Say No" campaign. First Lady Nancy Reagan is providing a letter to serve as the lead piece in the issue, introducing the readers to "Just Say No".
- FNS Regional Public Information Offices will be distributing a "Just Say No" public service advertisement to some 10,000 newspapers throughout the country.
- The Department and Agency are is considering the feasibility of printing the logo on food stamp coupon book covers. (Approval has been received from the "Just Say No" Foundation to use the logo on certain FNS printed materials.)
- FNS is developing a poster contest with a District of Columbia elementary school; FNS staff will judge the posters.
- FNS has developed an essay contest with an area community association; FNS staff will judge the essays.
- FNS will coordinate a "Just Say No" day for the agency, featuring speakers from local police department, Straight, Inc., etc.



JOHN S. WEBSTER

Director

Public Information Staff

Office of Governmental Affairs

and Public Information

FOOD SAFETY AND INSPECTION SERVICE

ADMINISTRATOR: Donald L. Houston
447-7025

Agency Representative: Peggy Nunnery
447-7983

Food Safety and Inspection Service

"Just Say No"

Action Plan

The "Just Say No" program will be administered out of our Safety and Health Office, in conjunction with our Regional Safety Officers, in order to insure widest distribution of literature and encourage employee commitment and participation.

Our first action consists of distributing informational material to our Deputy Administrators and Program Directors and soliciting their support in publicizing the program.

We will write articles for our Agency newsletters such as the FSIS Communicator and MPIO Supervisory Notes about the Program. We will also publicize it on the FSIS Telemail Bulletin Board.

A memo and package of informational material will be sent to all employees describing "Just Say No" and encouraging participation on the local level with youth groups such as Scouts.

Our five Regional Safety Officers will be holding a special meeting with Area and Circuit Safety Committees to discuss the program. It will also be a topic at the next nationwide Area Supervisors and Regional Directors meeting.

All employees are being encouraged to attend the Alcohol and Drug Abuse Prevention Film Festival on August 13. Flyers have been sent throughout our Headquarters offices.

We will purchase pamphlets, decals, and other promotional items to distribute to employees and to include in the all-employee package. Pamphlets on substance abuse from the Pharmaceutical Manufacturers Association have already been distributed.

FOREIGN AGRICULTURAL SERVICE

ADMINISTRATOR: Thomas O. Kay
447-3935

Agency Representative: Louis Davis
382-8271



United States
Department of
Agriculture

Foreign
Agricultural
Service

Washington, D. C.
20250

TO: John W. Bode
Assistant Secretary for
Food and Consumer Services

FROM: Thomas O. Kay
Administrator

SUBJECT: "Just Say No"

The Foreign Agricultural Service (FAS) is a small agency with most of its line operations located in about 70 countries around the world. The job of FAS is to persuade foreign buyers to buy U.S. agricultural commodities. Unlike the domestic agencies of USDA, the FAS has no constituency which it can target in a campaign of the "Just Say No" type or the many others which have similarly laudable objectives.

The FAS plan, then, is to distribute the "Just Say No" campaign material to our employees throughout the world and we will make the campaign material available to the private sector associations of producers and processors with whom we share a cooperative export expansion venture.

We appreciate the opportunity to participate in the "Just Say No" campaign. We'll do our best to help you make the campaign a success.

FOREST SERVICE

CHIEF: F. Dale Robertson
447-6661

Agency Representative: Marshall Scholing
235-8147

Forest Service Plan for "Just Say No" Program

PURPOSE: To communicate with Forest Service employees and public users of Forest Service programs on the danger of drugs and drug abuse, and provide specific information on the "Just Say No" Program, including addresses and local telephone numbers where additional information can be obtained.

GOALS:

1. To assist Forest Service employees and their families to become more knowledgeable about drug abuse and thereby be better able to prevent abuse and render assistance within Forest Service, including where to obtain more information about the "Just Say No" Program. Also, to provide the voluntary opportunity for employees to assist "Just Say No" programs in their local communities.
2. To increase knowledge of drug abuse among Forest Service employees sufficient to enable them to provide information about the "Just Say No" Program to the members of the public using Forest Service facilities, including campgrounds, visitor centers, Ranger Stations, and other facilities.
3. To provide general information on the "Just Say No" Program through dissemination of information, including electronic messages, and written material, including general publicity through the Friday Newsletter and general correspondence, to all Forest Service employees. In addition, to provide publicity to public users of Service facilities and programs through bulletin boards and other appropriate means.

TARGET

AUDIENCE:

1. Forest Service employees and family members.
2. Members of the public using Forest Service programs and facilities.

TIMEFRAME: Ongoing through calendar year 1987.

DELIVERY SYSTEM: A letter from the Chief of the Forest Service to all employees announcing the "Just Say No" Program and emphasizing line support.

Incorporation of the "Just Say No" Program into the Forest Service's Employee Assistance (CONCERN) Program and inclusion of "Just Say No" material in the on-going publicity provided through the CONCERN Program. Dissemination of "Just Say No" publicity through the field coordinators for the CONCERN Program in the nine field Regions, the eight field Research Stations, and the Forest Products Laboratory.

Inclusion of "Just Say No" publicity and information in the Forest Service's official Friday Newsletter at appropriate times so as to reach a wide employee audience nationwide.

Placement of "Just Say No" publicity information on bulletin boards throughout the agency, including Ranger Stations, Supervisors' Offices, Regional Offices, Research Stations, research field locations, and the Washington Office.

Placement of "Just Say No" publicity and information in National Forest campgrounds, visitor centers, and in other locations where the public uses Forest Service facilities.

Use of the Forest Service's computerized data and information network (Data General system) to disseminate information on the "Just Say No" Program through the "Daily News Digest," as well as through the use of general messages via the Data General system.

On a voluntary basis, provide the opportunity for qualified and interested employees to participate as speakers before schools and local community and civic groups, and become active participants at the local level.

Maintain a national roster of available "Just Say No" information for the use of individuals and organizational units throughout the Forest Service. The roster would include available "Just Say No" addresses and telephone numbers for use of field units at the local level.

HUMAN NUTRITION INFORMATION SERVICE

ADMINISTRATOR: Laura S. Sims
436-7725

Agency Representative: Kristin Koegel
436-8465



"JUST SAY NO" ACTION PLAN

- I. To communicate with teenagers throughout the country to educate and create an awareness of drug and alcohol abuse.
 - A. Activity--A teacher's guide for home economics teachers on nutrition and the dietary guidelines will include a brief section on alcohol and drug abuse.
 - B. Target Audience--25,000 junior and senior high school home economics teachers and their students.
 - C. Plan--The Human Nutrition Information Service is developing a "Dietary Guidelines Teaching Kit" for distribution to junior and senior high school home economics teachers this fall. It will include a teacher's guide to assist home economics teachers in using the dietary guidelines in the nutrition aspects of their courses. One of the guidelines is about alcohol. In the section on alcohol, there will be a list of resources including a Pathfinder on "Substance Abuse" being prepared by the Food and Nutrition Information Center, National Agricultural Library. There will also be a section on activities for students; the "Just Say No" Club Book is being used to provide ideas for classroom activities.

Promotion plans for the teaching kit include inserts in a home economics newsletter, information in home economics teachers' magazines, and an article in a professional journal. The kit will also be displayed at a number of professional meetings.
- II. To communicate with employees about drug abuse and its prevention.
 - A. Activity--Conduct a seminar on drug abuse.
 - B. Target Audience--90 HNIS employees.
 - C. Plan--Arrange for a speaker from the Employee Assistance Program to speak at one of HNIS's monthly seminars this fall. The topic will be substance abuse, including how to identify family members, friends, and co-workers with a problem; the type of assistance available to employees; and information on HNIS's involvement in the "Just Say No" campaign.

NATIONAL AGRICULTURAL LIBRARY

DIRECTOR: Joseph H. Howard
344-4248

Agency Representative: Kate Hayes
344-3719



United States
Department of
Agriculture

National
Agricultural
Library

Food and Nutrition
Information Center

Beltsville, Maryland
20705
301-344-3719

April 1, 1987

SUBJECT: "Just Say No" Agency Plan

TO: John Bode
Assistant Secretary for Food and Consumer Services

The National Agricultural Library plans to develop a pathfinder (brief bibliography) at both the consumer and educator level of published materials on drug education/drug abuse aimed at discouraging drug use among children and adults.

NAL will work with Extension (4-H) in compiling these pathfinders. It will take approximately 6 months for completion.

ROBYN C. FRANK
Director
Food and Nutrition Information Center



NATIONAL AGRICULTURAL STATISTICS SERVICE

ADMINISTRATOR: Charles E. Caudill
447-2707

Agency Representative: Bob Murphy
447-8092

USDA "JUST SAY NO" INITIATIVE

NASS ACTION PLAN

The National Agricultural Statistics Service (NASS) can best support the "Just Say No" initiative by providing assistance through the general promotion of public awareness.

The mission of NASS includes the collection and dissemination of agricultural statistics. Annually, through the Agency's 44 State Statistical Offices and Washington, D.C., over four million publications and releases are mailed to farmers, agribusinesses, and others interested in agriculture. Space could be provided in many of these releases to promote the "Just Say No" initiative.

Our 44 State Statisticians all serve on the local Food and Agricultural Councils and are available to assist other Agencies through the FAC's initiatives for "Just Say No." These State Statisticians also are in attendance at many agricultural association meetings and could distribute pamphlets supplied by USDA or others concerning the "Just Say No" campaign.

Pamphlets containing the "Just Say No" logo would not be distributed with data collection activities. The implications of suggesting "Just Say No" with a questionnaire requesting voluntary response could have a measurable effect on response rates.

OFFICE OF ADVOCACY AND ENTERPRISE

DIRECTOR: Samual J. Cornelius
447-5212

Office Representative: Ernest Barial
382-1146

THE OFFICE OF ADVOCACY AND ENTERPRISE
"JUST SAY NO" INITIATIVE
ACTION PLAN

ACTIONS	OBJECTIVES	DATES		RESPONSIBLE OFFICIAL	FOLLOW UP
		START	COMPLETION		
1. Formal Brief of all OAE Associate Directors.	To familiarize OAE Associate Directors with the purpose, goals and objectives of the "Just Say No" initiative. Ensure they are cognizant of their responsibilities.	04/01/87	04/03/87	Barial	Mr. Cornelius
2. Formal Brief of all OAE Managers and employees.	To acquaint all OAE Managers and employees with the purpose, goals and objectives. To encourage OAE personnel to communicate the "Just Say No" message in all their activities.	04/06/87	04/10/87	Associate Directors	Mr. Davis
3. Include the "Just Say No" message in all of OAE's public speaking opportunities.	To ensure that the "Just Say No" concepts are communicated to all audiences.	04/06/87	Ongoing	Speakers speech-writers	Mr. Davis
4. Encourage and provide instruction to OAE volunteers in the adopt-a-school program (Van Ness Elementary School) to communicate the "Just Say No" Message.	To motivate the students and faculty of the USDA adopted school to become active in the elimination of drug, alcohol, and tobacco usage.	04/27/87	Ongoing	Associate Directors	Dr. Naughton
5. Include "Just Say No" message in all Special Emphasis Program (FWP, HEP, etc.) activities.	To ensure that the "Just Say No" goals and objectives are carried at every opportunity within the Special Emphasis Programs.	04/27/87	Ongoing	FWPM HEPM 504 Coordinator	Mr. Barial

ACTIONS	OBJECTIVES	DATES		RESPONSIBLE OFFICIAL	FOLLOW UP
		START	COMPLETION		
6. Include "Just Say No" logo on all external correspondence.	To provide a clear message that OAE supports and is committed to the "Just Say No" Policy.	05/04/87	Ongoing	C. Mann	Mr. Davis

Approved By:


 SAMUEL J. CORNELIUG

Director
 Office of Advocacy and Enterprise

OFFICE OF BUDGET AND PROGRAM ANALYSIS

DIRECTOR: Stephen B. Dewhurst
447-3323

Office Representative: Jane McNeil
447-7211



May 21, 1987

SUBJECT: "Just Say No" Drug Campaign

TO: John W. Bode
Assistant Secretary for
Food & Consumer Services

The Office of Budget and Program Analysis fully supports President Reagan's initiative on the "Just Say No" campaign.

Since we are a small staff office (71 employees) based all at headquarters in Washington D.C., our efforts will center around employee awareness and education.

We plan to:

- . Urge employees to spread the word on "Just Say No" to local youth organizations -- distribute flyers on JSN Clubs: what they are and how to establish new chapters;
- . Distribute a list of outside agencies which can provide help and/or publications on alcohol and drug abuse; and
- . Distribute a packet which describes the six most commonly used illegal drugs. Each drug is described physically (color, powder, pill, etc.), also how it is used, what the effects are, and what clues can be seen (such as breath or dialation of the eyes).

We welcome your comments or recommendations. Our program coordinator for this project is Jackie Donnelly. She can be reached on 447-7981.

[Handwritten signature]

STEPHEN B. DEWHURST
Director

OFFICE OF FINANCE AND MANAGEMENT

DIRECTOR: John E. Carson
447-8345

Office Representative: John W. Teske
382-1045



MAY 22 1987

REPLY TO
ATTN OF: 4430

SUBJECT: Office of Finance and Management Action Plan for the
"Just Say No" Campaign

TO: John W. Bode
Assistant Secretary for
Food and Consumer Services

This is the final plan of the Office of Finance and Management (OFM) for the "Just Say No" campaign and is a follow-up to our memorandum of April 3, 1987. OFM has an interest in this program and strongly supports its goal. Specific OFM activities for the "Just Say No" and other drug related programs are as follows:

- o One activity is the placing of a reminder on the salary and leave statement which is mailed to each employee every 2 weeks. Three reminders and their projected dates are:

June 3, 1987 - "Support the Just Say No Program"

July 1, 1987 - "Just Say No to Drugs"

August 12, 1987 - "Remember to Just Say No"

- o A second activity has already taken place. OFM has covered the cost of distributing sufficient quantities of the attached pamphlets to provide one for each employee in USDA. They were supplied to the agencies who in turn distributed them to their employees throughout the country.
- o The third activity is that OFM will contact the information sources indicated in your May 8, 1987, memorandum to identify literature which could be made available to our own employees, as well as to the participants in the USDA Employee Counseling Services Program in the Department.

We hope the "Just Say No" program is a great success. As in the past, our contact for the program is John Teske who may be reached on 382-1045.

LARRY WILSON
Acting Director

Attachment

OFFICE OF GOVERNMENTAL AND PUBLIC AFFAIRS

ASSISTANT SECRETARY: Wilmer D. Mizell
447-7977

Office Representative: Denver Browning
447-2058

OFFICE OF GOVERNMENTAL AND PUBLIC AFFAIRS

OFFICE OF INFORMATION

OUTLINE FOR "JUST SAY NO" CAMPAIGN

- I. As the Department's central Information agency, we will coordinate the activities of other agencies within the Department in disseminating information on the "Just Say No" Campaign. Some methods we will use are:
 - A. Teleconferencing - with or for other agencies. As an OGPA activity, we can set up a national teleconference to the PACs with Secretary Lyng expressing USDA's concern with "saying no to drugs."
 - B. We can publicize the campaign to all USDA employees with a story in "USDA NEWS," the Department's employee periodical, and also provide an outlet for the various agencies and offices via the publication.
 - C. A background report to review progress made by the Forest Service in its effort to control the growing of marijuana on federal lands (near end of calendar year, as an "anniversary" to the enabling legislation to give FS more enforcement authority).
 - D. We can provide updates through "INSIDE INFORMATION" newsletter, in hard copy and electronically, describing the campaign goals and achievements; the newsletter reaches public information offices throughout USDA, in land grant universities, and State Departments of Agriculture, which in turn, can publicize the campaign in their various newsletters or publications.

II. We will distribute materials and information to each division within our agency, detailing the campaign and goals of "Just Say No."

III. At the close of our campaign, we can be involved in arranging the press conference and coverage of Mrs. Reagan's visit to USDA.

DENVER BROWNING
OGPA Contact for
"Just Say No"

447-2058

OFFICE OF GOVERNMENTAL AND PUBLIC
AFFAIRS/INTERGOVERNMENTAL AFFAIRS

ASSISTANT SECRETARY: Wilmer D. Mizell
447-7977

Office Representative: David Crowthers
447-7615

USDA "JUST SAY NO" Initiative

David Crothers 447-7615

Office of Governmental and Public Affairs/Intergovernmental Affairs

In Intergovernmental Affairs USDA representatives deal directly with state agriculture commissioners, governors, state and local officials, American Indian groups and state legislators. It is a broad constituency that members of the office contact on various matters on a daily basis. I believe, for that reason, that Intergovernmental Affairs would be able to conduct an extensive outreach program.

INTERNAL

- 1) Literature
- 2) Posters
- 3) Counseling
- 4) Support groups for recovering users
- 5) Educational programs to promote awareness

EXTERNAL

- 1) Utilization of existing constituent groups
 - A-Distribution of materials
 - B-Promote anti-drug campaigns
 - C-Request that constituent associations incorporate programs into their conferences
 - D-USDA should solicit information from constituent groups regarding successful campaigns they have conceived and administered.

OFFICE OF INFORMATION RESOURCES
MANAGEMENT/OFFICE OF ADMINISTRATIVE LAW
JUDGES/BOARD OF CONTRACT APPEALS

DIRECTOR: Glenn P. Haney
447-3152

Office Representative: James McNeece
447-4431

Office of Information Resources Management
Office of Administrative Law Judges
Board of Contract Appeals

"Just Say No" Action Plan

<u>Item</u>	<u>Event</u>	<u>Completion Date</u>	
		<u>Scheduled</u>	<u>Actual</u>
1.	Meet with Director, OIRM and brief him on "Just Say No" program.	4/87	4/87
2.	Memorandum to all OIRM employees signed by Director on program and program representative.	4/87	4/87
3.	Departmental Computer Centers designate a point of contact to work with Headquarters representative to develop center "Just Say No" programs.	4/87	4/87
4.	Meet with representatives of Office of Administrative Law Judges and Board of Contract Appeals in "Just Say No" effort in USDA.	5/87	
5.	"Just Say No" presentation given to Departmental Computer Center Directors meeting with agency representative and guest speaker from "Just Say No".	To be determined	

- | | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 6. | Presentation to Headquarters Managers
by agency representative and guest
speakers. | 5/87 |
| 7. | Presentation to all other Headquarters
OIRM employees with emphasis on those
employees who are parents. Provide
guest speaker. | 6/87 |
| 8. | Solicit volunteers to speak at private and
civic organizations with guest speakers. | Ongoing |
| 9. | Actively participate in "Just Say No"
Day at USDA. | To be
determined |

OFFICE OF INSPECTOR GENERAL

INSPECTOR GENERAL: Robert W. Beuley
447-8001

Office Representative: Shirley Medlyn
475-4653

"JUST SAY NO" INITIATIVE ACTION PLAN

OFFICE OF INSPECTOR GENERAL

- PURPOSE:** To communicate with as many children and young people throughout the country to educate and create an awareness of the danger of drugs.
- ACTIVITY:** To establish a speakers bureau, using Office of Inspector General employees, in seven regions and headquarters, to volunteer their time to speak to young people on the "Just Say No" initiative.
- PLAN:** The Inspector General would send a letter to each employee to encourage them to volunteer and to submit their name to their supervisor or the regional coordinator. Each time an employee spoke to a group his/her name would be sent to headquarters and that region would be given points for each presentation. At the end of a six month or a year, an award would be given to the office receiving the most points. (This type of program could be established also in the Department with the agencies competing against each other, for an award from the Secretary or the President.) If this program is a success at an agency level or in the Department, an 800 number could be set up for individuals to call and request an experienced speaker to attend their school or club meeting. It would also be advantageous, if possible, to couple-up with the local law enforcement officials, Fraternal Order of Police Lodges, Y.M.C.A., Boy and Girl Scouts of America, to recruit additional speakers and reach a wider audience.
- TOOLS NEEDED:** A packet of information to familiarize the volunteers with the program, also a swiss cheese press release should be included to send to the local newspapers on the activity. Possibly a slide presentation could be purchased to be shown to students. (The "Take Pride in America" Task Force had a presentation done in-house. The total cost was \$3,500 for 300 sets.) If handouts and promotional items were available, it would be an excellent addition to the presentation. We have spoken to the Fraternal Order of Police in Washington and the D. C. National Guard and both organizations would be happy to work with OIG on a pilot program in the Washington area before the regions are involved.

OFFICE OF INTERNATIONAL COOPERATION AND
DEVELOPMENT

ADMINISTRATOR: Joan S. Wallace
653-9309

Office Representative: Delores Kemp
653-9241



APR 16 1967

TO: John W. Bode
Assistant Secretary for Food
and Consumer Services

THROUGH: Joan S. Wallace *Joan*
Administrator

FROM: Howard S. Marks *Howard S. Marks*
Associate Administrator

SUBJECT: OICD Action Plan for the "Just Say No" Campaign

OICD is pleased to participate in the Department's effort to support the First Lady's "Just Say No" Campaign. It is a worthwhile program in helping to strengthen the resolve of young people in resisting group pressures to utilize controlled substances.

First, OICD is prepared to contact approximately 100 universities throughout the nation to circulate "Just Say No" literature to international education coordinators and university officials. Each year, OICD coordinates the training for some 2,500 foreign agriculturalists taking both short-term and long-term training at U.S. institutions. They are here on student visas and are expected to follow the same rules and regulations as U.S. students. While we believe that the vast majority are law abiding guests, they sometimes are looked to as role models by U.S. students because of the significant obstacles many of them have had to overcome before enrolling in a U.S. institution of higher learning. We could certainly make available to them this "Just Say No" literature, not only for their own information, but to discuss with their U.S. peers.

Second, we have contacted U.S. AID and have agreed to coordinate our campaign with the AID campaign, when it launches its campaign.



OFFICE OF OPERATIONS

DIRECTOR: Frank Gearde, Jr.
447-3937

Office Representative: Bill Saltsgaver
447-5344



April 6, 1987

SUBJECT: "Just Say No" Action Plan

TO: "Just Say No" Staff

Your memo of March 27, 1987, asked each agency to develop an action plan for the "Just Say No" initiative. As requested the Office of Operations will support this effort by implementing the following activities:

- Placing the "Just Say No" symbol on mail when a "slug" becomes available.
- Displaying posters and/or flyers throughout USDA when they become available.
- Establish throughout OO, Division "Just Say No" contacts who will provide information when available for further help to fellow employees.

If you have any questions, please feel free to contact Tammy Scoggins at 447-8682.

William B. Saltsgaver
Chief
Administrative Unit

OFFICE OF PERSONNEL

DIRECTOR: William J. Riley
447-3585

Office Representative: Gary Whitaker
447-3327



SUBJECT: Just Say No

APR 2 1987

TO: John W. Bode
Assistant Secretary for
Food and Consumer Services

The Office of Personnel has lead responsibility for developing the department-wide "Drug, Alcohol, and Controlled Substance Abuse Education Program." The Just Say No campaign is being incorporated into the Education Program. The following is an outline of the steps we will be taking to implement the Education Program:

I. Program Content Development - A Work Group of USDA, other Federal agencies, and the private sector has met twice to develop the content of the Drug, Alcohol, and Controlled Substances Education Program. The Work Group will have developed final versions of a Status Statement, and Areas of Study including goals and learning objectives by the end of April.

II. Implementation Planning - A meeting of Agency Training Officers and other responsible officials will be held to develop a strategic plan for implementation of a comprehensive system for drug, alcohol, and substance abuse training.

III. Module Publication - A Generic Training Module will be published to be used by USDA Agencies in developing training programs in the substance abuse area. The contents of the Module were developed by the Work Group mentioned in step I.

IV. Issue Policy Statement - A policy statement has been drafted and is currently being reviewed by concerned officials. When clearances have been received, the final policy will be issued.

The Office of Personnel supports the "Just Say No" campaign and feel it can have maximum impact as part of an overall Departmental education effort against substance abuse.

William J. Riley
William J. Riley
Director

OFFICE OF TRANSPORTATION

ADMINISTRATOR: Martin F. Fitzpatrick
447-7423

Office Representative: James Caron
653-6310

Say "NO!" to Drugs - An Action Plan

Office of Transportation, U.S. Department of Agriculture

May 12, 1987

Introduction: The Office of Transportation is currently supporting the USDA tutorial program for the Van Ness Elementary School in Southeast Washington D.C. Through this program, OT personnel work weekly to assist young students to master the fundamentals of reading, writing and mathematics. Through their association with these students, they also learn of family problems associated with what is often single-parent households with low incomes. One of those problems is drugs and they are a chilling reality that is hard for a young person to comprehend and with which to deal. Drugs are a means of escape and income and pervade many aspects of city life here in the Washington Metropolitan Area and elsewhere. Our effort is intended to reach these students and help them make the right choice---early.

Program Proposal: As the Office of Transportation is a small agency located in Washington, we thought it best to attempt to focus on the local area. Other agencies with extensive national networks could do a better job of reaching other areas of the country. Our effort would focus on bringing the "Just say 'NO!'" message to area schools that feel such a message would help stem the influence of drugs over our young people. Drugs influence people's lives early. A program that would reach grades 5, 6, 7, and 8 would probably be the most effective.

And the program we are hoping to offer would be professionally developed and delivered. It would convey a positive message of what one can achieve through avoiding substance abuse. While, it would inform students of the negative aspects of drug association, dependency, and abuse, it would also deliver how one can positively treat one's health. Good exercise and proper nutrition, long advocated by USDA, should definitely be part of the program. While existing films, handouts, and slides would do much to liven the presentation, testimonials by former drug users would bring a concrete, live example to the students on how good life can be by just saying "NO!". And the real life examples should be ones the students can relate to -- not football stars or sitcom figures -- but other students, maybe from their own school, who have run into problems because of drugs and now have found more positive things to do.

Program Implementation: Schools would be individually contacted after clearing with the Department of Education and local school administrative bodies to see what programs are already in place and how well our idea would be received. Collaterally, public and private organizations and associations who have professional staffing to deliver the envisioned message to the schools would be contacted to obtain reactions to the planned program and to determine approximate costs. USDA professional counselors in the Employee Assistance Program would also be a good source of advice.

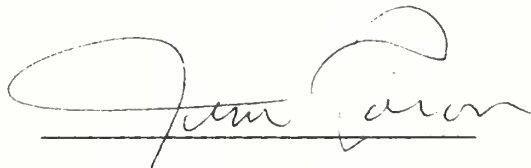
The next move would be to raise financial support. OT would be able to provide \$5,000 toward this effort but we would also solicit local businesses who have a vested interest in curbing drug use among city youth. Hechingers, Safeway, Dart, and many other companies lose millions each year because of pilferage, shoplifting, and employee problems. Many times drugs are at the root of such behavior.

Before the program is offered on a citywide basis the program should first be tested in one or two schools. Van Ness Elementary School and Martin Luther King, Jr. Elementary School, both in drug-centered areas of DC, would be good candidates. Both have a relationship with the Federal Government, the former as a USDA recipient of good works and the latter because of the special relationship with the President and Mrs. Reagan. The test itself would be a simple questionnaire to students on their reaction to drugs before the program and after.

The timeframe for developing the program, gaining financial support, and working on the proper delivery would be over the spring with the first presentations and testing the first two weeks in September. With good test results and cooperation from the many parties involved, a program could be accomplished in every school needing the message by Thanksgiving.

Followup: As a means to preserve the message, some thought should be given to the long range treatment of drugs. The proposed program could be extended through a student counselor program in the schools. Professional drug counselors could train students to deal with others who have drug problems and those students could become a more permanent force within the school itself. To form such a team and build the enthusiasm needed, there are several good area coaches and others involved in athletics that would be excellent at this task and willing to lend a hand.

Summary: With few people and no professional counselors or even personnel assistance, OT feels strongly enough about the "Just Say 'NO!'" message that we will try to accomplish all we can. If other agencies would like to cooperate with us, or if they would like to take the lead with this program having more expertise or familiarity with the area, we would be happy to work with them.

A handwritten signature in cursive script, appearing to read "James A. Caron", written over a horizontal line.

James A. Caron
"Just Say No" Contact

PACKERS AND STOCKYARDS ADMINISTRATION

ADMINISTRATOR: Bill H. Jones
447-7051

Agency Representative: Calvin Watkins
447-7063

PACKERS AND STOCKYARDS ADMINISTRATION

DRUG ABUSE PREVENTION PROGRAM
"JUST SAY NO"

AGENCY ACTION PLAN

The Packers and Stockyards Administration has adopted the following activities in support of the Department's drug abuse initiative "Just Say No."

1. Voluntary involvement by Agency employees in leadership and organization of "Just Say No" clubs is being encouraged and several employees are participating.
2. Top Agency officials will be "plugging" the drug abuse prevention program "Just Say No" on invited program appearances to raise public awareness.
3. In Atlanta, Agency employees will be making an effort to get local professional sports teams to sponsor "Just Say No" night with the Atlanta Braves and/or Atlanta Hawks with recognition of the clubs and schools in attendance.
4. In Indianapolis, children of Agency employees plan to distribute "Just Say No" literature to all visitors to the Federal Building during certain times.
5. Many Agency employees plan to participate in "Just Say No" walks on May 15 and May 16 in their local communities.
6. Some of our Agency employees already are making presentations before groups in helping to prevent alcohol and/or drug abuse problems. This will now include "Just Say No" clubs.
7. "Just Say No" literature and other literature on prevention of drug abuse will be made available to the public in each of the 12 Agency regional offices.

RURAL ELECTRIFICATION ADMINISTRATION

ADMINISTRATOR: Harold V. Hunter
382-9540

Agency Representative: Blaine Stockton
382-9552

REA JUST SAY NO ACTION PLAN

- PURPOSE: To contribute to the nationwide effort to eliminate drug abuse.
- GOALS:
1. To help interested REA employees and borrower employees become knowledgeable about drug abuse so as to recognize symptoms and render appropriate assistance.
 2. To help employees serve as a resource of information about drug abuse prevention and be available to the public and their community groups.
- TARGET AUDIENCES:
1. All REA borrowers (rural electric and telephone utilities).
 2. Member relations committees of statewide borrower associations.
 3. Groups in rural communities served by REA General Field Representatives (GFRs) and borrowers.
 4. Groups in Washington metropolitan area.
- RESOURCES:
1. Washington employees.
 2. GFRs.
 3. Trade associations affiliated with REA.
- TIMEFRAME: March 20, 1987, - January 1989
- DELIVERY SYSTEM: Combined educational effort by REA headquarters staff and trade associations to:
1. spur GFRs to become knowledgeable about drug abuse and informed enough to assist their communities.
 2. spur borrower statewide member relations staffs to educate borrower employees so that they become resources for their communities.

Just Say No Timetable

March

- 20 Just Say No Planning Committee in Washington is appointed.
- 23 Committee outlines an Agency Action Plan to make REA employees permanent resources of information about drug abuse and its prevention.
- 24 REA obtains drug abuse resource materials to be included in information kits for participating Washington staff and General Field Representatives (GFRs).
- 25 Committee members recommend activities for Agency Action Plan.
- 27 Committee drafts Agency Action Plan.
- 30 Plan submitted to REA Administrator and executive staff. Plan approved.

April

- 3 Draft Agency Action Plan submitted to USDA.
- REA includes drug abuse prevention information as part of the annual NRECA Youth Tour in which youths from rural communities visit Washington.
- Information included about REA's Just Say No campaign in the Administrator's Newsletter to Borrowers (rural electric and telephone utilities).
- 17 Agency Representative gives status report on REA efforts.
- REA obtains resource materials to be included in Speaker's Kits.
- 20 REA includes drug abuse prevention materials as appropriate in speeches and correspondence of agency officials.

27 REA surveys employees to determine interest in participating in Just Say No campaign and to identify persons for speaking and public assistance opportunities.

May

1 Final Agency Action Plan submitted to USDA.

15 Agency Action Plan presented to Deputy Secretary Myers.

Just Say No rally in Washington, D. C.

21 Interested headquarters employees meet with Just Say No Planning Committee.

28 REA develops a standard speech about drug abuse prevention.

30 REA develops a Speaker's Kit for all GFRs and all headquarters employees participating in the Just Say No campaign.

Planning Committee meets to review suggestions by employees and discuss opportunities for action that arise from time to time.

REA arranges a joint REA-NRECA meeting to encourage trade association participation in Just Say No effort. Expected result is spontaneous efforts by borrower membership services to become involved in the prevention of drug abuse.

REA arranges a joint REA-USTA meeting to encourage trade association participation in Just Say No effort.

REA arranges a joint REA-NTCA meeting to encourage trade association participation in Just Say No effort.

REA arranges a joint REA-OPASTCO meeting to encourage trade association participation in Just Say No effort.

June

9 REA assembles resource materials for Speaker's Kits.

REA develops a "grocery" list of opportunities in which REA can assist in drug abuse prevention.

REA orders small stickers to be included with agency correspondence.

11 Agency develops REA Speakers Bureau in Washington to respond to local needs.

July

1 Reports from General Field Representatives and other employees begin coming in.

REA holds National Conference. Drug abuse prevention is an agenda item, and Washington and field employees receive training in assisting communities and individuals in need.

10 Analysis begins of information reported.

August

10 Impact of REA efforts begin to be measured.

September

15 Results of REA Just Say No efforts presented in graphic form for display in patio.

January 1988 REA holds interim conference for managers of borrower systems. Drug abuse prevention is an agenda item.

April 1988 REA holds new managers conference. Drug abuse prevention is an agenda item.

#

SOIL CONSERVATION SERVICE

CHIEF: Wilson Scaling

Agency Representative: James Engleka
447-6607

1. ASSIGNMENT TITLE:

USDA "Just Say No" Initiative -
Supports National Drug Abuse Prevention Program

2. OBJECTIVE SUPPORTED:

Communicate through USDA Educational Awareness Programs The "Just Say No" message.

3. LEAD DIVISION:

SCS

SUPPORT DIVISIONS:

USDA

CONTACT POINTS:

ENGLEKA/SCS

4. BACKGROUND/ PURPOSE:

The Soil Conservation Service, in its concern with problems that affect employee performance and productivity, recognizes substance abuse and psychological and behavioral problems as factors that often impair work performance. Therefore, SCS will be communicating the "Just Say No" message through our programs.

5. ANTICIPATED BENEFITS:

Reduction in employee productivity losses due to: accidents, poor attendance and behavioral disruptions.

Increase in uniformity of knowledge of laws involving drugs and alcohol.

Increase in ability to evaluate educational programs dealing with drugs and alcohol.

6. MAJOR UNCERTAINTY/ ROADBLOCKS:

NONE

7. RESOURCE REQUIREMENTS:

Engleka/SCS

STAFF YEAR

UNK

8. MAJOR MILESTONES/ SCHEDULE:

<u>MILESTONES PLAN OF ACTION</u>	<u>MONTH</u>
Identify current available resources to isolate strengthes and weaknesses of the "Just Say No" Initiative.	March 1987
Develop programming strategies based on findings	March
Establish operating budget for the "Just Say No" Initiative.	April
Chief's initial memorandum to all employee's promoting the program.	April
Evaluate on-going positive strategies and changes. Educational public-awareness information involving:	April (on-going)
(1) State Public Information Officer (State)	
(2) International Activities Division (NHQ)	
(3) Collateral Duty Safety Officer (State)	
(4) Employee Counseling Assistance Program (NHQ)	
Propose that SCS employees participate in the "Walk Against Drugs" on May 15, 1987.	April
Provide "Just Say No" article in Science Scope Magazine.	May
Provide "Just Say No" article in SCS employee relations newsletter.	May
Proposed action of "Just Say No" into the National and International Drug Law Enforcement Strategy.	May
Reproduce "Just Say No" pamphlets and other drug abuse materials for NHQ and state (field) program useage.	May-June (on-going)
Coordinate with local police departments on films, displays and speakers.	June
Include SCS employees as speakers sharing their experiences with "Just Say No" club members.	July
Evaluate feedback on the "Just Say No" program.	June-September
Execute necessary adjustments to the "Just Say No" program.	July-September
Assemble summary of actions taken on "Just Say No" program.	Aug-September

or

